

Appl. No. 09/855,062  
Amendment dated October 22, 2003  
Reply to Office action of June 25, 2003

### REMARKS/ARGUMENTS

Applicant's undersigned counsel thanks Examiner Garg for his continued thorough examination of the present application. Applicant's counsel also thanks Examiners Garg and Coggins for the very helpful and courteous personal examiner interview conducted at the U.S. Patent Office on October 14, 2003.

Claims 1 and 38 have now been amended as agreed during the interview, and claim 37 has been amended to correct antecedent basis. Claim 36 has been cancelled. No new matter has been entered.

During the interview, the independent claims 1 and 38 were discussed in view of the applied references, FSBO and Berlin. It was agreed to amend claims 1 and 38 as now presented above, and that so amended, claims 1 and 38 now patentably define over the cited references.

In particular, it was agreed to specify in claims 1 and 38 that the recited steps be performed "in the following order" in each of the respective claims to distinguish FSBO which discloses a method in which corresponding steps are performed in the opposite order than now recited in claims 1 and 38. In FSBO, a web surfer discovers a website which may direct the surfer to a store to purchase a physical sign. Whereas in the claimed method, a person purchases the physical sign in the first instance, and is led *by the sign* to a particular website without any web surfing being performed or required.

As amended, Examiners Coggins and Garg agreed during the interview that claims 1 and 38 now appeared to be allowable. All other pending claims are dependent claims, and are thus respectfully submitted as also being allowable at least by virtue of their dependency from either claim 1 or claim 38. Therefore, all claims now being in condition for allowance, early notice to that effect is respectfully requested.

If there are any additional fees, please charge the same to our Deposit Account No. 16-0820, Order No. 32759US1.

Respectfully submitted,

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